

Bosch Public Address in IKEA Dubai



BOSCH
Invented for life

Industry:

Retail

End User:

IKEA -The world's largest home furniture store.

IKEA trademark represents the leading home furnishing brand in the world with more than 300 stores in over 35 countries and more than 110,000 employees. In Dubai, IKEA started out successfully in 1991, with the first IKEA furnishing house located in Zaabeel Road. Due to its success, already four years later, IKEA moved to the Deira City Centre. In 2005, a IKEA store of a size four times as large was opened at Dubai Festival City.



IKEA, Dubai Festival City -Dubai, UAE

Business Objective:

BGM and Public Address solutions were to be custom made for the IKEA store with its unique configuration of zones and local BGM. The requirement of the counter staff was ease of operation. The project team asked for the system to be rugged and feature rich in functionality. Custom IKEA emergency messages needed to be broadcast in CD quality.

Solution:

The range of Bosch Plena Voice Alarm products in conjunction with UAE partner Al Ghandi Electronics were able to meet the various requirements of IKEA Dubai.

The Plena Voice Alarm controller and boosters exceeded the expectations. Six zone configurations were set up for their call stations located at their various receptions. Ceiling loudspeakers were installed in specialised mounted enclosures to blend with the grid ceiling. Pendant sphere loudspeakers were mounted at 15-25 m height to resonate the self service area. Sound projectors were used in the carpark levels.

Al Ghandi Electronics was readily available for sales, service and maintenance issues.

Result:

The IKEA project management team after a thorough product search and comparison of various manufacturers zeroed in on Bosch as preferred supplier.

"...we were looking for a balance between quality, reliability and price" explains IKEA Country Operations & Project Manager Siddarth Y. Bhide his decision to choose Bosch products. Referring to the system integrator Al Ghandi Electronics, he said "...we also needed a reliable installation partner for the product. We had that sort of a faith in Al Ghandi's Sales staff..."

During the course of 2007, IKEA stores welcomed 3,794,803 customers, which equates to 82% of the total UAE population! IKEA and Bosch: A winner chooses a winner!

Installed by:

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